Module 9: Course Wrap-Up → Instructors Guide

M9A.1: Cover Slide

<div align="center">

Module 9
Course Wrap-Up

</div>

M9A.2: Module Objectives (1 min)
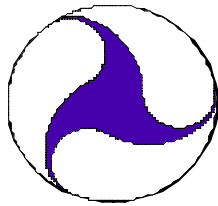
◭ Module Objectives

- ◆ **Describe how the course learning objectives were achieved**
- ◆ **Identify success stories and list ways to build on what was learned**

Module 9 **Deploying Integrated Intelligent Transportation Systems** **2**

Delivery:
- Review the module objectives

Output:
- N/A

Notes:
-

Learning Objectives

- ◆ **Identify at least five benefits provided by integrated, intermodal intelligent transportation systems (ITS)**
- ◆ **Identify the agencies with whom information should be shared in integrating ITS**

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **3**

Delivery:
- Review the first objective
- **ASK**:
  - "Was this objective achieved ? How?"
- Summarize
- Review objective 2
- **ASK**:
  - "Was this objective achieved ? How?"
- Summarize

Output:
- N/A

Notes:
- You may want to ask participants to "rate" how well each objective is achieved
  - Use a simplified scale such as:
    - + = fully satisfied
    - 0 = moderately satisfied
    - – = not adequately satisfied
- This can be done by asking participants to raise their hands and doing a rough count → if a consensus is obvious at one level or another, stop and note it
- This can be repeated for the goals developed by the participants in Module 0

M9A.4: Learning Objectives (cont.)   **(2 min)**

⬥ Learning Objectives (cont.)

- ◆ **Identify the information flows that should be established by your agency and each "partner" agency to operate an integrated ITS**

- ◆ **Describe the various "types" of information sharing that exist in today's transportation environment**

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **4**

Delivery:
- Review objective 3
- **ASK**:
  - "Was this objective achieved ? How?"
- Summarize
- Review objective 4
- **ASK**:
  - "Was this objective achieved ? How?"
- Summarize

Output:
- N/A

Notes:
-

Learning Objectives (cont.)

◆ **Describe the National ITS Architecture and how it can be used as a time saving tool to implement integrated ITS**

◆ **Explain the institutional challenges that must be addressed to integrate ITS successfully**

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **5**

Delivery:
- Review objective 5
- **ASK**:
  - "Was this objective achieved ? How?"
- Summarize
- Review objective 6
- **ASK**:
  - "Was this objective achieved ? How?"
- Summarize

Output:
- N/A

Notes:
-

Learning Objectives (cont.)

◆ **Explain the technical challenges that must be addressed to successfully deploy an integrated ITS**

◆ **Explain the importance of local issues and challenges within a regional context**

◆ **Understand procurement alternatives**

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **6**

Delivery:
- Review objective 7
- **ASK**:
  - "Was this objective achieved ? How?"
- Summarize
- Review objective 8
- **ASK:**
  - "Was this objective achieved? How?"
- Review objective 9
- **ASK:**
  - "Was this objective achieved? How?"
- Review "expectations" flip-chart developed in Module 0 in order to discuss if they were met
- Summarize

Output:
- N/A

Notes:
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ITS Deployment

◆ **Think nationally**

◆ **Plan regionally**

◆ **Build locally**

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **7**

Delivery:

- Need to consider the larger picture (Regional Context)
- A regional perspective is important in planning, developing, and operating (3 major steps) **integrated** ITS projects and operating them in a coordinated manner
- May not be obvious that a local project decision may have regional implications
- Consider ITS deployment and integration as regional program, NOT a local project
- A national perspective is necessary for some transportation services (e.g., in-vehicle traveler information systems)
- Use results from the Course and Case Study exercises

Output:

- N/A

Notes:

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Individuals Do Make a Difference

◆ **Technology is important**

◆ **Institutions are more important**

◆ **People are the most important**

◆ **Examples of people who made a difference in solving problems**

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **8**

Delivery:
- Institutional issues are usually more challenging than technical issues
- Cite examples from the course, Course Exercise, and participant comments

Output:
- N/A

Notes:
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Congestion significantly impacts the expansion of our critical convention and recreation venues.

◆ **Guided Anaheim ITS**
  ✦ Ties to Caltrans Districts 7 & 12
  ✦ Provided ATIS interface for Caltrans
  ✦ Many funding sources

◆ **"Partner" Orange County agencies**
  ✦ Super streets coordination
  ✦ Signal roundtable

Don Dey

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **9**

Delivery:
- Review key points
- Jon Ringler and Jim Paral assisted
- Currently is Transportation Manager for City of Menlo Park

Output:
- N/A

Notes:
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NEED: Improve operations management in a highly congested urban area

- ◆ **Houston Metro**
- ◆ **Transit agency, but**
  - ✦ **Leads ITS HOV efforts**
  - ✦ **Coordinates regional freeway management**
  - ✦ **Leads citywide signal computerization**
- ◆ **Innovative financing**

Bob MacLennan

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **10**

Delivery
- Review key points
- Make sure to note "a transit manager becomes the lead champion for a regional ITS program"

Output:
- N/A

Notes:
-

NEED: Get involved agencies together to reduce congestion in high volume corridor

◆ **Forged alliance of**
- ✦ **LA County Commission, Caltrans**
- ✦ **City of Los Angeles**
- ✦ **California Highway Patrol**

◆ **For LA Smart Corridor project**
- ✦ **"Found" $50 M (many sources)**
- ✦ **Established technical and steering committees**

Ginger Gherardi

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **11**

Delivery
- Review key points
- Shahrzad Amiri, Verej Janoyan, Lynn Diebold, Hector Obeso assisted
- Currently at Ventura County Commission
- Note that a staff member of a commission becomes the champion and that her ability to raise funding was critical

Output:
- N/A

Notes:
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M9A.12: Example (Lt. C. D. Tyler) (1 min)

Question: How do you foster strong ties between the enforcement community and a highway agency?

◆ **Liaison CHART to Maryland State Police**

◆ **Trains State Police on ITS**

◆ **State Police "shared space"**

◆ **Now, excellent joint support and cooperation**

Lt. C.D. Tyler

Delivery
- Review key points
- Lt. Tyler is a speaker/advocate and an "ombudsman"

Output:
- N/A

Notes:
-

M9A.13: Example (Tom Farrington)   **(1 min)**

Question: How can we assist the minority community in participating in ITS?

◆ **Brought HBCUs and minority businesses to ITS**

◆ **Strengthened HBCU ITS education program**

◆ **Formed HBCU/ sponsor relationships**

Tom Farrington

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **13**

Delivery
- Review key points
- Victoria Fore assisted

Output:
- N/A

Notes:
-

What Can You Do and How Can You Do It?

◆ **Facilitate the information sharing between ITS components**

◆ **Develop/enhance regional cooperation between stakeholders**

◆ **Facilitate the decision-making process at both regional and local levels**

◆ **Inform/educate others**

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **14**

Delivery:
- Review the 4 points
- This is an outline slide for subsequent slides so do not dwell on the points

Output:
- N/A

Notes:
- Each point is discussed in the subsequent slides

Facilitate Regional Integration of ITS: How?

- ◆ **Participate on committees and task forces**
- ◆ **Introduce the opportunities of operations and management in terms of alternatives/options**
- ◆ **Provide sample language for mission/vision statements**
- ◆ **Introduce information sharing operations and management concepts to wide range of stakeholders**

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **15**

Delivery:
- Ask for ideas from the participants first.
- Most agencies welcome interested and informed participants
- Look for opportunities to volunteer and get involved
- Your agency may provide a staff person for committees/task forces
- Carry message that ITS can be combined/integrated into traditional capital and operations projects to provide additional benefits

Output:
- N/A

Notes:
-

M9A.16: Develop/Enhance Regional Cooperation Between Stakeholders. How? **(4 min)**

Develop/Enhance Regional Cooperation Between Stakeholders: How?

- ◆ **Identify leaders and assist them**
- ◆ **Identify and expand existing coordination points**
- ◆ **Include operations and management in planning process**
- ◆ **Become a team member**

Delivery:
- Ask for ideas from the participants first.
- Broaden involved stakeholders (Transit, CVO, EMS, private sectors)
- Identify new/additional stakeholders
- Showcase benefits of ITS infrastructure
- Articulate need for regional framework based on National ITS Architecture
- Promote regional/intermodal thinking
- Link requirements with operations

Output:
- N/A

Notes:
-

Facilitate the Decision-Making Process: How?

- ◆ **Get involved early**
- ◆ **Bring agencies/stakeholders together**
- ◆ **Get involved in pre-program planning**
- ◆ **Participate on planning committees**
- ◆ **Encourage operations and management infrastructure policies**
- ◆ **Consider operations and management as an integral part of all projects**

Module 9 **Deploying Integrated Intelligent Transportation Systems** **17**

Delivery:
- Ask for ideas from the participants first
- Use the results of the Course Exercise as much as possible
- Be an individual who assumes a leadership or partnership role (If not you, who?)
- Address difficult issues and problems that cross functional lines
- Provide information and materials

Output:
- N/A

Notes:
-

Inform/Educate Others: How?

- ◆ **Look for opportunities to provide information/materials**
  - ✦ **Professional conferences/meetings**
  - ✦ **Major program/project reviews**
  - ✦ **Municipal/community meetings**
  - ✦ **Individuals**
- ◆ **Identify new stakeholders**
- ◆ **Develop materials**

Module 9 **Deploying Integrated Intelligent Transportation Systems** **18**

Delivery:
- Ask for ideas from the participants first
- Foster local and regional ITS champions
- Take initiative
- Develop expertise in some area of ITS integration

Output:
- N/A

Notes:
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ITS Information Sources

- ◆ **Internet**
- ◆ **U.S. DOT (ITS Joint Programs Office)**
  - ✦ **http://www.its.dot.gov**
- ◆ **ITS America**
  - ✦ **http://www.itsa.org**
- ◆ **ITE**
  - ✦ **http://www.ite.org**

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **19**

Delivery:

- Ask participants if they have any experience/feedback on these sites

Output:

- N/A

Notes:

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Other ITS Information Sources

- ◆ **Draft ITS standards**
- ◆ **Communications trade-off studies**
- ◆ **Joint use studies**
- ◆ **Trade journals**
- ◆ **Commercial Vehicle Operations industry**
- ◆ **Computer journals**

Module 9   **Deploying Integrated Intelligent Transportation Systems**   **20**

Delivery:
- Review and ask participants to add any others to the list

Output:
- N/A

Notes:
-

Course Wrap-Up

◆ **What actions could you take in the next few months to:**

✦ **Enhance your agency's/region's awareness of ITS?**

✦ **Encourage the integration of ITS infrastructure in specific programs or projects at your agency/organization and in your region?**

Module 9 **Deploying Integrated Intelligent Transportation Systems** **21**

Delivery:
- Ask the questions
- Ask the participants to write down four or five specific actions they can personally take → give them a few minutes to write the information
- Solicit examples from participants and discuss where they can be generalized to others in the group
- Provide positive feedback – "Good"
- Thank the participants for playing their part --> it certainly helped

Output:
- N/A

Notes:
- Do not use a flip-chart but instead keep interest and attention focused on participants